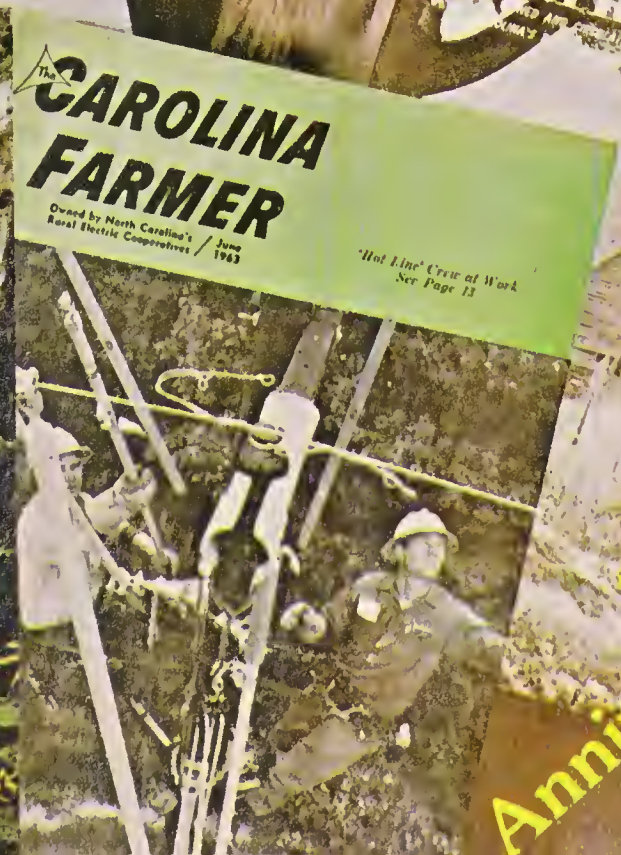
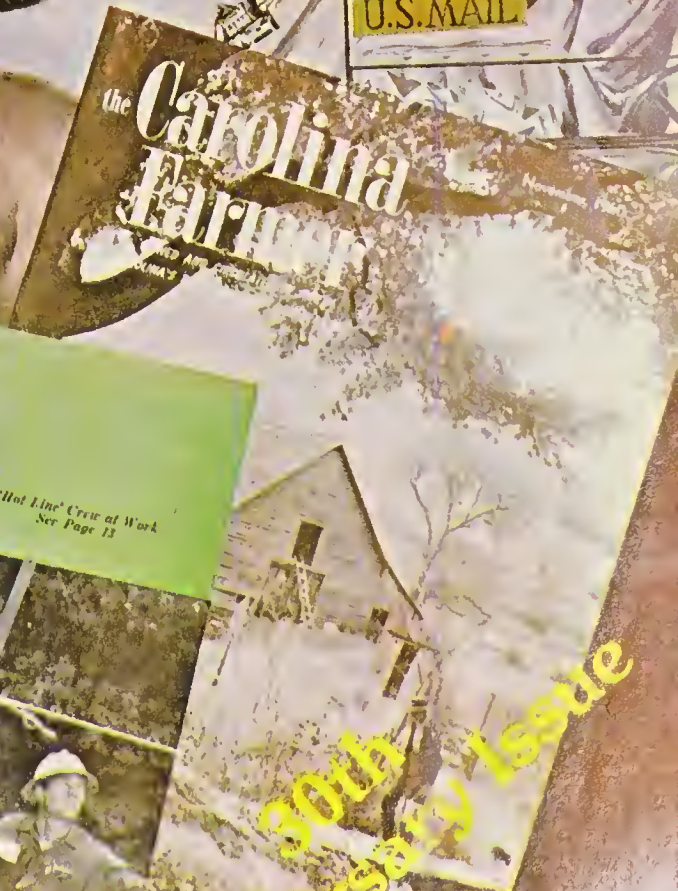




Carolina Country

June 1976



30th Anniversary Issue

Carolina Country

Read Monthly in More than
240,000 Homes

Vol. 8 No. 6 June, 1976

Official Publication
North Carolina Electric
Membership Corporation

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Editorial Offices
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Raleigh, N.C. 27604

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COVER — These representative covers from past issues of the magazine illustrate the changes which have evolved in the appearance of the publication through its 30-year history. The covers date from 1946 to 1971. Following the modified "S" arrangement from top to bottom, they are from October, 1946; April, 1949; August, 1954; March, 1959; November, 1960; June, 1963; and May 1971.

In This Issue . . .

This 30th Anniversary Issue features four special interest articles to mark the magazine's anniversary. Three of them appear in a section titled "In Retrospect," Pages 7-13, where you'll find interesting bits and pieces gleaned from past issues and a follow-up story on our first "cover girl." The fourth feature is a photo essay showing what's involved in producing the magazine once the editorial and advertising material is prepared. It's on Pages 24-25.

Also included:

- Page 20 - CP&L Increases Wholesale Power Rates by \$13 Million a Year
- Page 21 - Plans Set For Test of Peak Load Pricing of Power
- Page 22 - The Dangers of Power Theft
- Page 26 - FmHA Farm Family of the Year

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Editorial

An Unchanged Good

When the first issue of this publication came off the press in June, 1946, it was an independent farm magazine published by a private firm headquartered in Greensboro. Its president and editor, J. E. Nicholson, had launched the venture to provide a journalistic vehicle for the support of agriculture and rural people in North Carolina.

That first issue of *The Carolina Farmer*, which had a circulation of 1,700, was a bit of precursor of the publication it was to become: It carried an article about the use of electricity on the farm, although it had no particular tie to the rural electric program at the time.

The magazine continued to follow developments in rural electrification until January, 1949, when it became the official publication of North Carolina's electric cooperatives while remaining a privately owned operation. The arrangement remained unchanged until 1959 when the newly organized association of cooperatives purchased the magazine and formally assumed the role of publisher.

What brought on this lengthy betrothal and eventual marriage of farm journalism and rural electrification? It was simply a matter of the magazine needing a cause and the program needing a champion, according to Nicholson.

In a guest column appearing in the 20th Anniversary Issue a decade ago, the former editor noted that his early work with the state's agricultural leaders made him aware of the problems confronting the rural electric program — most of them stemming from the commercial power companies "who seemed much more interested in blocking the development of the co-ops than in providing electric service to the same areas."

He soon "fell in love with the program" and dedicated the magazine to its cause. The move was welcomed by the co-ops for they were under almost constant attack because of their efforts to extend power lines across the Tar Heel countryside. They were in dire need of a communications tool linking them with their consumer-members and providing a foil for their attackers' thrusts. The magazine filled this need for the cooperatives — and did so in a distinctive manner which none of them could have matched on an individual basis.

So it is today. The publication has experienced tremendous change since those early beginnings: It is operating under its sixth editor; it has a new name; its circulation has reached 240,000 and it speaks for a rural electric program now serving 400,000 homes and businesses across the state. Yet it continues to provide an important link between the Electric Membership Corporations and their consumer-members, telling a raw and far more complex story of rural electrification in the 1970's.

The magazine's mission, then, differs somewhat from that described by Nicholson in the inaugural issue's statement of editorial policy. But the objective he spelled out is as meaningful now for *Carolina Country* as it was three decades ago for *The Carolina Farmer*. We quote it in full to reaffirm our faith in its principles and to pledge anew our allegiance to them:

"Therefore, we realize that if we serve *broadly*, we must be *tolerant*; if we *succeed*, we must be *untiring*; if we really accomplish good and serve the social and economic needs of rural mankind, we must be *honest* with ourselves and with those we attempt to serve. These things we set forth as the objective — the goal — the motto of this publication. MAY WE NEVER TO THUS SEEK AND TO SERVE."

HOSPITAL MONEY!

AVAILABLE TO NORTH CAROLINA RURAL ELECTRIC MEMBERS

**JUNE
ENROLLMENT**

THE FIRST THE OLDEST PLAN with the **MOST SATISFIED CUSTOMERS** Developed to use the buying power of millions of Rural Electric Members . . . to provide better protection at lower cost.

Thousands upon thousands of Rural Electric Members in THIRTY STATES now rely upon the **Co-op Insurance Fund** for their hospital protection. It's the Number One Group Plan for REC Members.

*NO OTHER HOSPITAL PLAN . . . has ever been so widely introduced to the members of so many **Rural Electric Cooperatives**. It represents an expression of concern for the health and welfare of the members.*

DEPENDABLE HONESTLY DESCRIBED The "**CO-OP INSURANCE FUND (C.I.F.)** Hospital Protection provides: High Daily Benefits. GROUP Rates to members. Fair and prompt claims service.

Our Insurance Company is a reliable Old Line Legal Reserve Company that has been serving the needs of Rural Americans for almost a Quarter Century—**Licensed in NORTH CAROLINA**

C.I.F. spent over **six** years to fully develop **this** program. **RURAL LEADERS** helped in its design . . . men such as **ORVILLE L. FREEMAN** (former **UNITED STATES SECRETARY OF AGRICULTURE** and Governor of Minnesota), **CLYDE T. ELLIS** (for 25 years Manager of **NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION**).

"CO-OP" YOUR HOSPITAL BILLS

Now you can "CO-OP" YOUR HOSPITAL BILLS . . . through the "**CO-OP INSURANCE FUND**." For most rural residents this plan

provides their first opportunity to belong to an "Insurance Group" . . . and buy GROUP protection at low GROUP rates.

HERE ARE SOME OF THE PLAN'S VALUABLE HIGHLIGHTS:

HIGH PAYMENTS!

PAYS \$50. PER DAY CASH for EVERY DAY in the Hospital.

- **Weekly** \$ 350
- **Monthly** \$ 1,500
- **Yearly** \$18,200
- **PLUS — 100 TIMES the Daily Payments in Case of Accidental Death** \$ 5,000

REAL SAVINGS!

Low GROUP Cost

- **Only \$6.60 per month and Up.**

Alternate Plan:

- **Only \$3.30 per month and Up.**

* Depending upon ages

FOUR (4) REASONS YOU NEED THE C.I.F. PLAN:

1. Pays for one whole year (365 days).
2. **PAYS IN ADDITION TO:**
 - (a) Other Insurance you may already have.
 - (b) Workmen's Compensation.
 - (c) Veteran's Hospitalization.
3. **NO AGE LIMIT** to apply.
4. **YOU CAN'T BE CANCELLED** — so long as you pay your premium and the group policy remains in force (no matter how many times you go to the hospital—regardless of how many thousands of dollars you may collect in claims).

CONSIDER THESE FACTS:

- This year hospital costs are averaging \$128 per day (*American Hospital Association*).
- One person in every third family will go to the hospital this year. Almost everyone — will go to the hospital sooner or later.
- The **ONLY** time you can buy Hospital Protection is **BEFORE** you need it.
- **NO ONE CAN AFFORD TO TAKE A CHANCE ON HAVING THEIR SAVINGS (or what you own) WIPED OUT!**

VERY IMPORTANT: MOST hospital stays are **SHORT** . . . and **EXPENSIVE** . . . C.I.F. **PAYS BEGINNING THE VERY FIRST DAY IN THE HOSPITAL** . . . for **SICKNESS** and **ACCIDENT** and that means **HUNDREDS OF DOLLARS TO YOU**.

COMPARE

To protect your pocketbook — **AND** — to protect yourself — **COMPARE!** The C.I.F. Hospital Income Plan offers: **LOW "GROUP" cost. YOU PAY NO MONEY** until your policy/certificate is in your hands. **HIGH** daily benefits. **100 TIMES** daily benefits for Accidental Death. Starts paying **FIRST DAY** in hospital. We sincerely believe this combination of superior benefits provides more honest protection at less cost — and is **UNMATCHED** by any other similar plan.

CLAIMS HANDLING IS JUST A PHONE CALL AWAY . . .

Prompt and considerate claims handling is our trademark—wherever you live (or move) anywhere in the world. Our insurance company is licensed in your state, and we are as close to you as your neighbor. A postage stamp or a phone call reaches us promptly.

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Are you interested in Coverage for: ☐ Male? ☐ Female? ☐ Children?

FOR ALL AGES

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rural electric Notebook

SETTLEMENT BRINGS REFUND

A proposed settlement to refund \$3.5 million to Virginia Electric and Power Co. wholesale customers in Virginia and North Carolina and reduce a rate increase sought by Vepco has won approval from the Federal Power Commission.

Eighteen electric cooperatives in the two states are affected by the ruling, which reduced the level of wholesale rates charged by Vepco from \$12.6 million to \$7.85 million. The original proposed rate went into effect February 21, 1975, under bond and subject to refund pending an FPC decision. Negotiations between the wholesale customers and Vepco produced the settlement, which was submitted to the FPC for review last December.

"NO PREFERENCE" ON LICENSE

The Federal Power Commission has ruled that a North Carolina electric cooperative is not eligible for preference consideration in relicensing of a hydroelectric power project.

The project involves the Walters Dam development on the Pigeon River

in Haywood County, which is owned and operated by Carolina Power and Light Co. The project current license will expire November 22, when the FPC may issue a new license to CP&L or issue a license to a new licensee.

Both Carolina Power and Light and N.C. Electric Membership Corporation have filed applications for a license for the project.

REPAYMENT RECORD INTACT

The nation's nearly 1,000 rural electric cooperatives kept their almost perfect loan repayment record intact in 1975 as they made about \$355 million in payments on their government loans during the year.

This figure included \$205 million repaid on principal and \$150 million paid in interest. Over the 40-year history of the Rural Electrification Administration, borrowing cooperatives and other REA borrowers have made repayments totaling about \$5 billion.

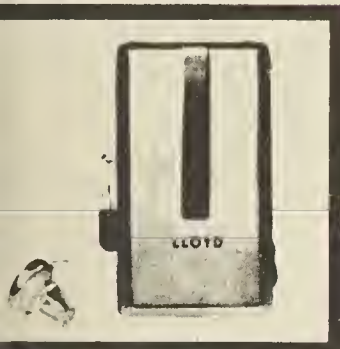
Losses in the history of the REA electric loan program total only \$44,478.



North Carolina
rural Electric Readers

HEARING AIDS

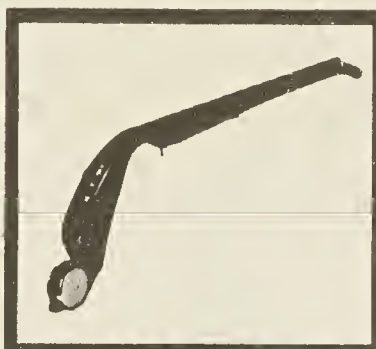
UP TO **50% OFF** COMPARABLE AIDS



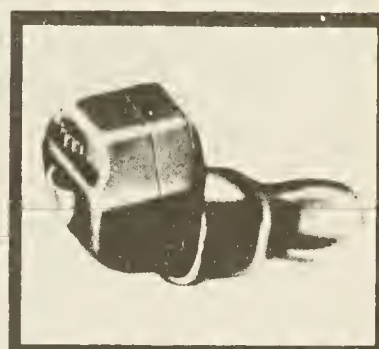
BODY AIDS
Model 59B \$59.50



BEHIND-THE-EAR AIDS
Model 210E-LL-AVC

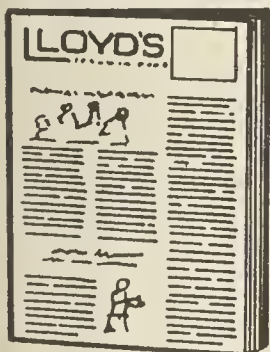


EYEGLOSS AIDS
Model 670 \$202.00



ALL-IN-THE-EAR AIDS
Model 160A \$159.50

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TO LLOYD'S
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41	12 for 4.50
312	12 for 4.50
401	6 for 4.50
575	12 for 4.75
625	12 for 6.75
630	12 for 6.75
675	12 for 5.50

SILVER OXIDE BATTERIES

13	12 for \$5.00
41	12 for 5.00
312	12 for 5.00
76	12 for 6.00

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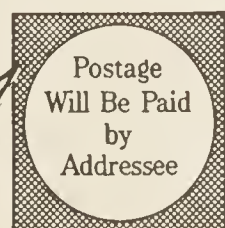
NAME _____

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CITY _____ STATE _____ ZIP CODE _____

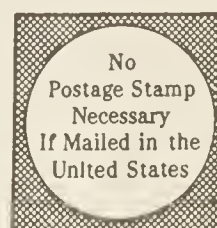
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P. O. Box 1645
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The Carolina Farmer

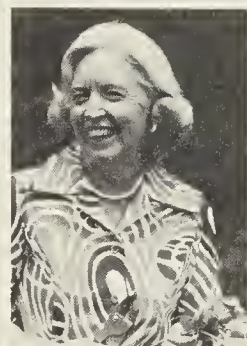
Cover Girl — 1946

In 1946, when photographer Lewis Watson of Raleigh found he needed a cover subject for the first issue of *The Carolina Farmer*, he gave Miss Rae Watson of Elm City a call.

He had met her earlier when he was called in to photograph some renovations which had been made to her home for the Home Demonstration Club.

The pair went to Montgomery County's peach orchards to make the cover picture and, the cover girl remembers, "I thought, after posing with all those peaches, I would at least have peaches for lunch. My mouth was really watering for them, but we weren't offered any peaches at all."

Now the magazine's first cover girl is married and a mother of three. She is Mrs. Robert Harris Daniel of Greenville and, while she still enjoys a good peach, she is dedicating much of her time to her rose garden and tennis game.



IN RETROSPECT

Gleanings From Our 30-Year History

This special section of *Carolina Country* offers a brief backward glance at some of the people, events and issues which have been featured in the pages of this publication during its 30-year history.

The magazine was begun in 1946, under its first editor J. E. Nicholson, as an independent farm publication known as *The Carolina Farmer*. It became the official voice of the rural electric program in 1949 and it continues to tell the rural electric story today as the official publication of North Carolina Electric Membership Corporation.

The name was changed in 1959 as part of the magazine's effort to "champion" all North Carolinians, whatever their livelihoods.

Graphically, the publication has been a magazine throughout its history, except for a period in 1952-53 when 4 issues took the form of a tabloid newspaper. As a magazine, its size has ranged from nine by twelve inches down to eight by ten. Slick paper was first introduced as a regular feature in July, 1965, as was the four-color cover.

The latest innovation in *Carolina Country*'s graphics has

come with the installation of typesetting and paste-up facilities in the editorial offices. This equipment was used initially on portions of the February, 1976, issue and has been used for each subsequent issue.

An inside look at these operations, as well as the other processes required to print the magazine, are the subject of the photo essay on Pages 24-25.



Carolina Country

PEOPLE

YOUNG MEN TO LEAD —

"Tarheel Views," August, 1960

Whatever may be one's politics, he must agree with Senator John F. Kennedy's statement that the unfolding sixties will be led by young men. Just consider: Either Senator Kennedy, at 43, or Vice President Nixon, (it appears as this is written) at 46, will be the next President of the United States.

Terry Sanford, at 43, will be the next Governor of North Carolina.

PREYER A FRIEND TO CO-OPS — May, 1964

Only one of the major candidates for Governor of North Carolina has a record on matters affecting rural electrification. In 1957, Richardson Preyer, then a Superior Court judge, handed down a ruling in a telephone cooperative case which was favorable to cooperatives. . . .

REP. HERBERT BONNER PASSES — December, 1965

Rural people everywhere lost a friend with the passing of Congressman Herbert Bonner. He kept in touch with the people of his district. He knew their thoughts, and, just as important, the people knew his. No one ever had to ask him where he stood. . . .

HARRY CALDWELL TAKES POST—

October, 1946

Harry B. Caldwell of Greensboro has assumed his new duties as executive secretary of the North Carolina Good Health Association, it was announced recently by President I. G. Greer.

Caldwell arrived in Durham from Washington where he resigned last month as secretary and treasurer of the American Plant Food Council.

WHY WAS THIS MAN SMILING?

(From "Facing Facts," May, 1955)

Last month a rural electric co-op out in Indiana paid off all its REA loans—a laudable and newsworthy event. To let everyone know a suitable luncheon was arranged, featuring nice speeches by Congressmen and REA Administrator Ancher Nelson.

A few days later, REA sent out a



news release about the co-op's achievement. Clipped to the release was the photograph below, which shows four beaming men looking at the co-op's final check.

And who is the proudest-looking man? The one on the right? None other than Vice President Richard Nixon himself. Never having identified Mr. Nixon as a co-op crusader before, the photo intrigued us.... We looked up his voting record on REA matters while he was in the Senate. It was sort of disheartening. Not one recorded vote had been favorable....

GWYN PRICE RETIRES FROM BOARD — August, 1972

A key figure in the state and national development of rural electrification, Gwyn B. Price, retired as Chairman of the N.C. Rural Electrification Authority on June 30.

Mr. Price was a leader in the establishment of Blue Ridge Electric Membership Corporation prior to becoming chairman of the State REA in 1941. From that date, he was instrumental in the organization and growth of every Electric Membership Corporation and Telephone Membership Corporation in the state.

ISSUES

HUGHES MOVIE BANNED — June, 1946

The Grange has called upon the moving picture industry to put together restrictions on immoral pictures, and is therefore much interested in a case now in the courts. Years ago the



GRANGE
GLEANINGS

largest producers in Hollywood established a voluntary censorship and brought in Will Hayes as Dictator. He has recently been succeeded by Eric Johnston who until recently was President of the United States Chamber of Commerce. He has banned a picture promoted by Howard Hughes, the sportsman. his picture has also been banned by the police in Minneapolis, Saint Paul and Duluth.

When a picture is thus banned

by the police in a large city, a fortune is made, because crowds in other cities rush to see it. When it is banned by the picture industry's own organization, it is a different matter; for it is then impossible to move the film through the ordinary channels of film trade to show it in reputable moving picture houses. Mr. Hughes, therefore, has brought suit to determine whether or not the voluntary censorship can enforce its findings.

**RADIO SHOW NOW HEARD
COAST TO COAST —
December, 1947**

For the first time in its eight-year run on the National Broadcasting Company, the Sealtest "Village Store" now is heard from coast to coast each Thursday night at 9:30 p.m. (EST). . . . This year's show, starring Jack Carson, famous film and radio comedian, has been hailed by the majority of reviewers as the best in the long series of Sealtest shows begun in 1940, when Rudy Vallee was star of the first "Village Store."



**MILESTONE LEGISLATION
ENACTED — April, 1955**

The North Carolina General Assembly erected a milestone in utility legislation this month by enacting a bill directed primarily at settling boundary disputes between co-operatives and commercial power companies.

The climax to months of negotiations and committee hearings came in the Senate by a resounding 46-0 vote.

**SOIL BANK PROPOSED —
February, 1956**

Last month, President Eisenhower sent his long-awaited farm message to Congress. The contents surprised no one. For sometime everyone had known that the Administration's new farm program would be built around a "Soil Bank" proposal. Nearly everyone knew also that the President would would call for acreage reductions and conservation measures.

When the message was released, observers noted that the President had wrapped up all three of these programs in one package.

**HURRICANE DONNA
HITS STATE —
October, 1960**

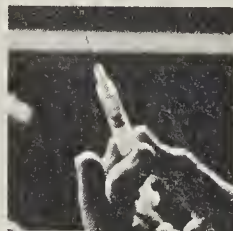
Hurricane Donna was the most savage ever to hit North Carolina's rural electric systems. It left more members without power longer than any other, and the immediate cost of restoring service was greater than after Hazel, the 1954 killer which has become a yardstick for measuring hurricane damage.

**POLIO VACCINE TEST RESULTS
EXPECTED - April 1955**

April 14 will be the big day. On that day the world will know whether or not polio has joined the long list of dread diseases that have been brought under control by modern science.

On that day the eyes of the country will turn to the University of Michigan, where Dr. Thomas Francis, Jr. will announce the findings of the extensive field tests

Nowhere will people await the announcement more eagerly than in North Carolina, long regarded as a "bad" polio state. Last year, we had 723 cases; in 1948, we had 2,560.



**CONSUMERS COUNCIL
FORMED — May, 1968**

A North Carolina Consumers Council has been incorporated as a statewide organization to speak to you and every other North Carolinian who buys or borrows.

**PEACE CORPS VOLUNTEERS
SOUGHT — January, 1969**

Farmers with itchy feet and the desire to help others will get their chance this spring.

The Peace Corps is seeking more than 50 experienced farmers to serve overseas as Volunteers in Latin America, Asia, Africa and the Pacific.

EVENTS

**INTERSTATE HIGHWAYS
PLANNED — October, 1962**

By 1972 there will be 769 of Interstate Highways stretching across North Carolina. You'll be able to drive from city to city—or across the state—with relative ease without leaving the limited-access four-lane roads.

**"COW PALACE"
CONTROVERSIAL — June, 1953**

Almost from the time the first spadeful of dirt was turned, controversy



has raged around the magnificent "Cow Palace" at the State Fair. And while Carolinians have argued, outsiders have hailed it as the most significant new building in America. Whatever you think of the million and a half dollar structure you have to admit it is overwhelming.

**ENERGY CRISIS LOOMS —
October, 1970**

A new crisis, a new issue, more crucial than pollution, more urgent than the environment, looms for America. It is shaping up as a total energy shortage — a shortage which threatens to become acute before the decade grows much older.



THE STATE FAIR

1946

The first State Fair since 1940 just closed was one of the most successful ever held. Record breaking crowds continued to come until the gates closed on Saturday night. Exhibits were good but due to the lapse of time since the last fair some were not up to standard. . . .

Under the management of the North Carolina Department of Agriculture, with Dr. J. S. Dorton directing the management, doubtless it will not only enlarge in scope but in value to the farmers of the state.

1951

Speed, thrills, action and hilarious entertainment will mingle with the tantalizing odor of hot dogs and hamburgers on the grill, and the sweet fragrance of pink cotton candy to make "More Fund in '51" the theme of this year's N.C. State Fair at Raleigh, October 16-20, according to Dr. J. S. Dorton, Fair manager. . . .

Jack Kochman and his Hell Drivers will present their "Calvacade of Thrills," auto spills and crashes, on Wednesday afternoon and Friday nights. A.A.A.-sanctioned races will be held Saturday afternoon. . . . The James E. Strates' midway will include more than 50 rides and shows. . . .

New program features at the 1951 fair include a cow-milking contest between Governor W. Kerr Scott and Commissioner L. Y. Ballentine on Thursday afternoon. Both are prominent dairymen and they have challenged one another to a milking contest.

1959

North Carolina's biggest show and the nation's number one five-day exposition, the North Carolina State Fair, gets underway Tuesday, Oct. 13, with every indication that this will be the greatest all-round production in its 106-year history, according to Dr. J. S. Horton, manager. . . .

Entertainment attractions are "tops," according to Dorton. Betty Johnson will appear Tuesday and Wednesday with the Red Foley company in "Jubilee USA". Thursday through Saturday the popular young star Fabian moves into the featured slot with Foley in the Arena. . . .

Jimmy Strates will again have the Midway filled with 34 exciting rides and 29 big shows, plus the biggest wild animal menagerie on the road today.

1970

This year the 103rd fair will present a nine-day "Salute to Agriculture," Oct. 16-24, with special programs honoring the state's Century Farm Families — those who own and farm land that has been in the same family 100 years or longer. . . .

New attractions will appear including the biggest array of musical entertainers ever booked in the Dorton Arena: Jimmy Dean, Buck Owens and stars of TV's Hee-Haw, Sonny James, George Hamilton IV, Skeeter Davis, Faron Young, B. J. Thomas, and Roy Rogers, Dale Evans and the Sons of the Pioneers.

The Carolina Cougars will open their American Basketball Association home schedule in Dorton Arena.

Congratulations and Best Wishes
To Carolina Country
on its
30th Anniversary

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A home is still a home . . .

By Margaret Howell

Over the past 30 years, the "Carolina Homemaker" and related columns have told the story of a nation's development through some of the most dynamic technological advances in its history.

These advances, many of them direct results of wartime necessity, and others which simply followed during the years as technological evolution wound its course, began to make the lives of the nation's homemakers more efficient and time-saving.

None are more evident than in the early issues of what was then The Carolina Farmer.

In June 1946, the United States was well aware of the world's efforts to develop and maintain a post-war stability. The Carolina Farmer did not ignore these developments. In fact, a significant portion of its early issues dealt specifically with the problems of post-war readjustment.

That month, the magazine's "Carolina Homemaker" column offered specifics on "sharing the precious staples with others whose platters are not so full." The theme was economizing on our staples through substitutions and changes in cooking methods.

A recipe appearing in that column cited the ingredients for "Mock Drumsticks" and there were numerous tips on how to best use "the new emergency flour, which will be in universal use as soon as the present supply of patent flour is exhausted." The article, entitled "Hints on Post-War Food Problems," also mentioned the scarcity of sugar, advising housewives to serve fruit fresh from the orchards, "as the French and Italians."

A home economist at then State College "urged the continued use of the wartime rule for sugar, one-half cup per quart of fruit" for canning and preserving.

"The food problems are as great, if not greater, than they were at any time during the war years," she had said.

In a later article, North Carolina

school children were the subject of economic statistics. Quoting the 1943-44 school costs, the article showed that the state's "annual expenditure per pupil in average daily attendance" was \$66 — one of the lowest expenditures among the 39 states quoted.

The mid-forties also announced the arrival of frozen foods — a boon to the homemaker and businessman alike. With them came a host of details on the advisability of buying a home freezer or renting one of the many commercial frozen food lockers which were finding their way into the smallest neighborhoods. A 1947 "Carolina Homemaker" story cited 13 million as the number of persons "now being served by frozen food locker plants . . . with chief users found among the farmers, who brought in poultry and fruits and vegetables to be processed and frozen."

Buying a home freezer was a big step that year. And an article which cited the pros and cons asked, "Are You Going To Buy A Home Freezer?"

This was an American boom-time and the pages of The Carolina Farmer mirrored the public's excitement.

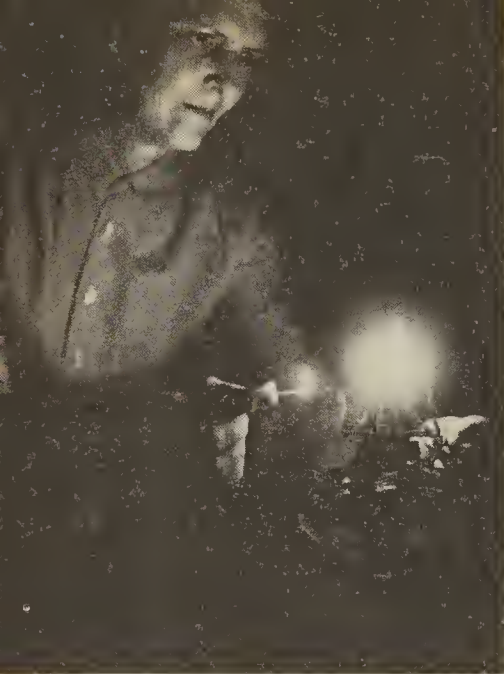
They were full of the "look ahead" with which farmers and housewives could anticipate "the use of some of the newer labor and food-saving equipment:"

(Continued next page)

Carolina Homemaker

RETROSPECT





... even after

"Today, after many gloomy nights of war and the dawn of national readjustment, we are face to face with the glorious full light of day — the era of prosperity, national well-being, and opportunity for which we have all waited so long."

The first magazines also carried a column of "Hints to Homemakers" containing such tips as the differing laundering methods for white and the new brightly-colored clothes. Among the helpful hints was, "Dirt and grease, moths increase" — still probably a good tip to keep in mind.

In October 1946, Jane McKimmon described "The Friendly Neighborhood" as one in which "people visit each other and come together often for good times and where they discuss things of interest to the community."

She described the value of neighborliness and pride in the appearance of homes as well as the friendly meal, which she compared as "nothing more absolutely successful" in promoting neighborhood hospitality.

Among her dictums for a delightful meal were:

"A man doesn't like to adventure in his feeding."

"Women eat anything."

"The hostess should remember that it takes a heaping tablespoon (of coffee) to the cup and an extra spoonful for the pot if she wishes her guests to rise up and call her blessed."

"No one can be witty in the dark. It takes plenty of light for snappy exchanges of wit, so don't let anyone induce you to turn off your electricity and dine by candle light. It throws a gloom over spirits as well as over the table. So, if you wish a lively party, turn on the light. Not a man I know likes to dine in the candle twilight."

In 1947 housing presented a very real problem to the American populace. A "Carolina Homemaker" page from that year cites the situation:

"Most people do not realize that our present housing shortage has been coming on for 12 to 15 years. The return of

the veterans has accentuated the shortage of houses. This shortage is really an accumulated deficit in home building which is due to the depression years of the thirties and to the war years of the forties when we could not build.

"The 1940 census showed that Virginia farm buildings (all kinds) had declined \$40,000,000 in value in 10 years. There is no reason to believe that conditions were improved after 1940 or during the war. They are probably much worse."

Then, too, electricity was still making its first in-roads into rural America. The same article is quoted: "Recent census figures show that only 31 per cent of the farm homes (white) have electricity while only 5 per cent of the non-white homes have this service. Only 16 per cent of the farm homes (white) have running water and only one per cent of the non-white homes have this convenience."

The article continued, saying that the decrease in the mortgage indebtedness of farmers during the war years, more and more farm homes would now be able to install electricity, running water and labor-saving equipment leading to a higher standard of living.

Sociologists predicted busy years for "North Carolina's little red school house" announcing in 1947 that there would be half again as many first graders in school in 1950 as there were in 1946.

Post-war scarcities also hit the homemaker's gelatine supply. But, as *The Carolina Farmer* quoted in September 1947: "This is the first summer since the war when gelatine manufacturers report, that they have been able to swing into quantity production. One company expects to make more gelatine products in the latter part of the year than in any comparable period, including 1941, the peak pre-war production year."

Another example of the concern presented for the world's food plight appeared in the November issue of that year: "It is the shameful fact that one slice of every loaf of bread used daily in the United States winds up in the garbage can. If this wasted bread were saved, more than two and a half million people would receive $\frac{3}{4}$ of a pound of bread a day."

Interestingly, in November 1947, the "Carolina Homemaker" offered a budget-cutting idea to help housewives in their home decorating. Then, as now, that tip was ways to dress up window shades with some of the newer designs available in the country stores.

Also in 1947, a company announced the manufacture of a cap opener that with "just a

vist of the wrist" would pry open vacuum-sealed containers so that housewives would no longer have to "spoil their silverware."

In the spring of 1948, a dozen large eggs cost 60 cents and medium eggs were priced at 44 cents per dozen.

The post-war years were not all so prosperous and promising. In 1948, a *Carolina Farmer* article announced that Farm and Home Week, "an annual statewide gathering of farmers and farm women on the State College campus," had been postponed until the following year.

The event's director announced, "We feel that the decision to postpone Farm and Home Week is advisable under the circumstances. We could not ask the people of the state to take any health risk by attending so large a gathering."

The reason? A polio epidemic which included North Carolina in its national strike. 1948 also brought a magazine article on the types of new homes being built — and their cost. It quoted the Home Economics Institute and Better Homes Bureau of Westinghouse with figures for what were perhaps the first all-electric homes.

The two types of homes mentioned were the "thrifty house", at a cost of 11,050 non-frill dollars and the "ideal house" which could run the modern homeowner \$22,158.

With the fifties came changes for the magazine as well as for the "Carolina Homemaker." *The Carolina Farmer* became the official publication for the electric cooperatives in the state in December 1951. Following in March 1953, an article appeared entitled: "A 20th Century Fairy Tale — Mrs. Modern Homemaker and Her Fairy Godmother."

The subject was the automatic washing machine. It was shown in a photograph in which a homemaker effortlessly pitches laundry into the washer from a few feet away (which amuses her watching children) and points out that "although the homemaker should take care that clothes are evenly distributed in her machine, they do not have to be placed inside the cabinet in any special order . . ."

Following still a wider variety of leads into what seemed to be "the electrical age," a June 1953 picture showed Mrs. Lloyd Harrell of Apskie preparing to bake biscuits in her new electric range. A note beneath the photo said, "After changing from gas, she finds she saves \$2.00 per month."

In September 1953, just after the advent of television, came an article that quoted the skeptics as holding that "watching television is bound to be hard on your eyes" and continued, in an effort to put the public's fears to rest.

Things evidently have not changed considerably since the November 1953 cartoon which depicted a repairman

thirty years

overhauling a garbage disposal and telling a housewife, "The price of food being what it is nowadays, people just don't use these enough to keep them running well."

The late fifties brought answers from North Carolina young people to a question column that was the forerunner to today's "Youth Forum." The question posed was, "What do you think is the biggest problem facing young people today?"

Among the answers came "late dating," which the answering youth solved by recommending "chaperoned dances and set times for happy, but not too-late dates."

Still another youth complained of the "over-activated family." She said, "Civic clubs, church organizations and school activities keep each member of the family away from home and separated. This modern American way of life leaves little time for creative and individual development. The 'hearthside' is rapidly disappearing, causing family ties to weaken."

The magazine's first reader recipe ever published appeared in the January 1958 issue. It was submitted by Mrs. Matt Thompson of Faison and was her recipe for "Cheese Crusted Hamburger Pie."

The early sixties brought the all-electric home and several *Carolina Farmer* articles on the "Medallion Home" with its "Live Better Electrically" motto — not to mention the automatic dishwasher.

With the sixties came another change in a magazine which had already celebrated its 20th anniversary.

In August 1969, *The Carolina Farmer* was no more. With a name change, it became the now familiar *Carolina Country*, a publication whose circulation began climbing to the 240,000 mark it holds today.

On the brink of the seventies, only six years ago, there were still some very interesting questions being asked of the magazine's young readers:

"Should teenagers have the right to choose their own religion?"

"What do teenagers think about sending men to the moon?"

"What will stop demonstrations on high school and college campuses?"

Some of the questions have been answered in the intervening years, some can never be answered and some are still questions without answers . . . history, and a magazine which carries word of it to the families of North Carolina, marches on.

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Country Kitchen



FRESH STRAWBERRY PIE

Strawberries are here, and among the many ways to put them to their naturally scrumptious gastronomical use is with a "Fresh Strawberry Pie," like the one sent us by Linda Leggett of Lumberton.

According to the cook, her recipe is both "easy and delicious." And, surely, it goes without saying that this is one treat that will be perfect right now . . . on to the kitchen!

If you would like to share a recipe with this column, send it to: Country Kitchen, P. O. Box 27306, Raleigh, N.C. 27611. We pay \$5 for published recipes.

COUNTRY KITCHEN RECIPE

Submitted by Linda Leggett of Lumberton, N.C.

FRESH STRAWBERRY PIE

1 cup sugar
4 Tablespoons cornstarch
1/4 teaspoon salt

1 cup water
1 pint fresh strawberries
1 teaspoon red cake coloring

Mix first four ingredients and bring to boil. Remove from heat, cool for few minutes, add cake coloring and fresh strawberries (sliced). Pour into baked pie shell and refrigerate for two hours. Serve with cool whip on top if you like.



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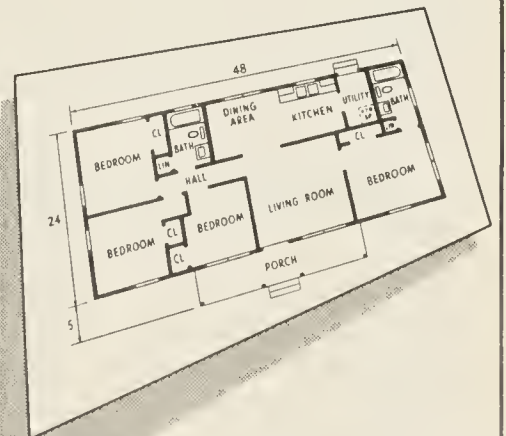
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When Edison Was Wrong

Reprinted from the Baltimore News American

The attacks on nuclear energy have spawned the wry witticism that electricity itself would still be under attack if the electric chair had been invented ahead of the light bulb. Certainly the number of otherwise rational people who cannot separate in their minds the peaceful atom from the terrible mushroom cloud over Hiroshima is surprisingly large.

It is a little-remembered fact that electricity was widely assailed as an evil genie by the fearful when it was first introduced as a source of household lighting in the early 1880s. Critics charged that this mysterious and invisible "fluid" carried in copper wires would burn the cities down. Some insurance companies refused to supply fire insurance for any home wired for the outrageous stuff.

Equally bitter was the controversy toward the end of the 1880s when the fledgling electric utility industry sought, for economy reasons, to replace low voltage direct current with the higher voltage alternating current that is universally used and taken for granted today. What is really remarkable is that the inventive giant Thomas Alva Edison threw his great reputation into the fight to ban commercial use of alternating current.

Edison was the unchallenged authority of the time on electricity. His invention of the incandescent light bulb and development of the central power station had ushered in the Electricity Era that has brought so much ease and richness to our lives. Writing in the November, 1889, issue of *The North American Review* he charged that alternating current was unreliable as well as dangerous and said, "There is no plea which will justify the use of high alternating currents, either in a scientific or commercial sense . . . (such) systems should be prohibited."

It is hard to exaggerate the magnitude of Edison's influence at the time. For modern equivalent, it is as though the 34 leading American scientists, including 11 Nobel Prize winners, who last year joined in stating that nuclear power and coal offered the nation its only hope of energy salvation, had instead roundly condemned nuclear power.

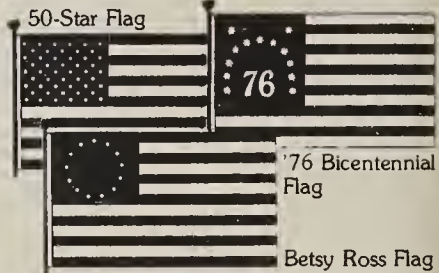
Yet time rather quickly proved the great Edison to be utterly wrong. We do not question the sincerity of those who today are trying to ben the generation of electricity in nuclear power plants and are expressing arguments reminiscent of Edison's opposition ato alternating currents. Nor do we belittle the major problems associated with nuclear energy.

But we believe that those problems will be solved, just as Edison solved major problems to make electricity our household servant, and just as others tamed the high voltage alternating currents that Edison so honestly feared.

We suggest that the opponents of nuclear energy should have the humility to recognize that if the towering Edison could be wrong in a matter of great moment, so can they. If they are wrong, and prevail, they will have done their country a massive injury.



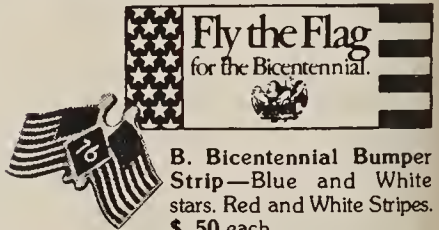
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Carolina Country June 19



By Frank Jeter Jr.

Henry Belk — Son of Sweet Union by Moses Rountree. (Moore Publishing Co., Durham, N.C. 278 pages. \$8.)

It's not easy to write three books at the same time, and contain all three within 278 pages. But Moses Rountree, veteran Goldsboro writer and newspaper correspondent, has managed to do it in this book on the life and writings of Henry Belk.

First of the three "books" is an excellent biography of the well-loved Goldsboro editor, who is known to many North Carolinians and others through nearly five decades of news writing and editorializing. The author has had the good judgment to include profuse samples of Mr. Belk's writings, still very much worth reading.

The second "book" is a commentary on a good many issues that gripped the attention of Tar Heels through those decades, from such thorny topics as the pros and cons of legal liquor sales to matters of political preference, and comments on people who were elected (or not elected) and the reasons why.

Such issues range all the way from Depression days, when Wayne County dropped its county farm agent and home demonstration agent in 1932 because of a lack of funds, to the later days of Governor Luther Hodges when the *Goldsboro News-Argus* enthusiastically endorsed his hunt for new industry.

The third "book" dramatically tells the story of Henry Belk's personal battle to retain his vision, which was never good and which deteriorated in his later years until the towering editor was completely blind — and dependent on his beloved "General Manager," Mrs. Lucille Belk, to see that he got around. It is a comment on his strength of character that lack of sight did not dim his editorial vision; for his entire adult life he was the editorial "voice" of his respected newspaper, and was widely reprinted and quoted.

(Frank Jeter Jr. of Raleigh is public information officer for the USDA-Soil Conservation Service in North Carolina. As a young newspaperman, he served on the *Goldsboro News Argus* under the tutelage of Henry Belk.)

- A statewide drive is under way to raise \$16,000 to buy a new female giraffe for the North Carolina Zoo in Asheboro. The first one, "Sweet Lips," was put to sleep in April after she fell and broke bones in her right leg. Donations may be made payable to the N.C. Zoo Society and sent to Giraffe, N.C. Zoo, Rt. 4, Box 73, Asheboro, N.C. 27202.

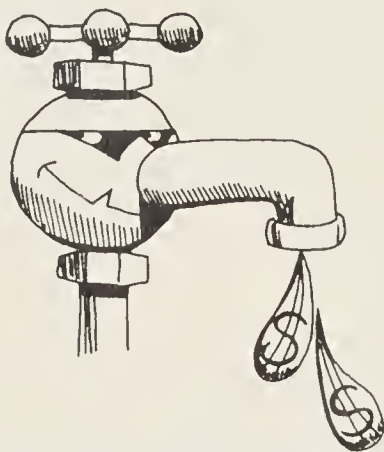
- North Carolinians can now get answers to their questions regarding cancer by dialing a toll-free telephone number direct to the Duke University Comprehensive Cancer Center in Durham. The number is 800-672-0943. Staff members and volunteers at the Cancer Information Service will be available at the number weekdays from 9 a.m. until 4:30 p.m.

- A non-profit organization known as Friends of University Network Television (FOUNT) has been organized and is currently seeking members across the state. The group supports the public television network by providing ways for interested viewers to react to network programming and by promoting awareness of the network's services. The tax-deductible annual membership dues are \$2 for individuals, \$25 for non-profit organizations and \$50 for corporations. Contributions should be sent to FOUNT, Inc., P.O. Box 1088, Chapel Hill, N.C. 27514.

- An index of federal publications of interest to consumers is available from Consumer Information, Public Documents and Distribution Center, Pueblo, Colorado 81009. The 16-page booklet outlines a variety of publications and includes an order blank.

- The U.S. Department of Housing and Urban Development has published a 76-page manual on energy-saving home improvements. It is titled, "In the Bank... Or Up the Chimney?" Single reprints are available for \$1.25 from the National Mineral Wool Insulation Association, Inc., 382 Springfield Ave., Summit, N.J. 07901.

Savings Suggestions



Don't pour money down the drain! Avoid unnecessary running of water and give leaking faucets prompt attention. Locate your water heater near the place of greatest use. Set the thermostat at 140° and insulate the pipes to prevent heat loss.

People

Forest W. "Bill" Kiser, Jr. of Winston-Salem has been named Handicapped American of the Year for 1976. He received the "President's Trophy" award from President Ford at the annual meeting of the President's Committee on Employment of the Handicapped in Washington.



Kiser, who was afflicted with cerebral palsy as an infant, is confined to a wheelchair with limited motion in one arm and leg, and a serious speech impediment. He operates the Bill Kiser News Service Inc. and writes radio scripts,

news stories and feature articles. The news service distributes the column "The Handicapped Mailbag" which appears in various newspapers in the Carolinas.

At the award ceremony, Kiser was cited as "a remarkable example of an individual overcoming multiple disabilities and leading a productive life."

State Sen. McNeill Smith of Guilford County has been honored by the North Carolina Consumers Council for his support of consumers interests. He received the Council's first Consumer Advocate of the Year Award at its annual meeting in Raleigh.

The Council also gave special "Salute" awards to **I. Beverly Lake Jr.**, former assistant attorney general; **Donald A. Davis**, another former assistant attorney general; **John R. Ingram**, commissioner of insurance; **Hugh Wells**, former member of the State Utilities Commission who now serves as general counsel for N.C. EMC; and **Lillian C. Woo**, director of the Consumers Center of North Carolina.

With an 'Oink, Oink' here, a 'Cluck, Cluck' there . . .

Cole Younger, a N.C. State University freshman, has brought the first National Pork Cookout championship to North Carolina with his rendition of "Grilled Pork Loin — Younger's Style."

The son of Mr. and Mrs. Richard Younger of Southern Pines, Younger was proclaimed "1976 National Cookout King" at the Indianapolis contest in March. His efforts gained him a deluxe gas grill and a \$500 cash award in prizes. "Grilled Pork Loin — Younger's Style" was judged on pork cut preparation, appetizing appearance and wise use of pork cuts. Here's the prize-winning recipe:

GRILLED PORK LOIN — YOUNGER'S STYLE

2½ to 3 pounds boneless pork loin, split lengthwise

Marinade:

1 cup soy sauce	1 teaspoon ginger
½ cup sherry	1 teaspoon salt
¼ teaspoon garlic powder	1 teaspoon dry mustard

Combine all marinade ingredients and mix well. Place pork loin into shallow pan. Pour marinade over pork and let stand at least 2 hours at room temperature, turning meat occasionally. Grill 6 to 8 inches above grey-white coals for 1 to 1½ hours. Turn and baste occasionally. Slice thin to serve. May be served with your favorite hot mustard. Makes 4-6 servings.

Winning Pork, Poultry Recipes Announced

Mrs. Donald Griffin took the blue ribbon home to Jamestown after the recent 13th Annual North Carolina Chicken Cooking Contest.

Competing with chicken cooks from across the state,

she impressed judges with her recipe for "Chicken Hash on Corn Waffles." As cook-off winner, she received a microwave oven and an expense-paid trip to compete in the national contest to be held in July in Philadelphia. Mrs. Griffin's recipe follows:

CHICKEN HASH ON CORN WAFFLES

- 1 broiler-fryer chicken, cut in parts
- 1/3 cup Mazola corn oil
- 3 Tablespoons butter
- 1 cup coarsely chopped yellow onion
- 1 cup coarsely chopped celery
- 4 Tablespoons flour
- 1 teaspoon Ac'cent flavor enhancer
- 2 cups chicken broth
- 1 teaspoon salt
- ¼ teaspoon pepper
- 1 recipe Corn Waffles

Heat corn oil and butter in fry pan over medium heat. Add chicken and brown on all sides. Cook until fork can be inserted with ease. Cool. Remove meat from bones and cut in small pieces. Add onion and celery; cook until tender but not brown. Add the flour and stir to blend with pan juices. Add chicken and flavor enhancer. Add broth all at once, and stir until gravy thickens. Add salt and pepper. Serve hot over Corn Waffles. Yields: 6 servings.

CORN WAFFLES:

2 eggs	1 cup self-rising flour
1¾ cups milk	1 cup self-rising yellow cornmeal
	5 Tablespoons bacon drippings

Beat together eggs and milk. Add the flour and cornmeal all at once and stir. Add drippings and stir again. Bake on waffle iron at medium heat.

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For EMCs Buying From CP&L

COST OF POWER UP \$13 MILLION

Many North Carolina Electric Membership Corporations began digging a lot deeper into cooperative coffers last month in order to cover the increased cost of wholesale power supplied by Carolina Power and Light Co.

Beginning May 1, CP&L increased its rates for wholesale power by 35 per cent, a price boost that will add about \$13 million a year to the cost of power for the 18 EMCs which buy power from the firm.

The EMCs have had no choice but to increase their rates in order to cover the higher costs.

The new rates went into effect under bond and subject to refund pending a ruling by the Federal Power Commission on their acceptability.

They came as something of an "insult to injury" for the EMCs affected, since they were already paying higher rates based on an earlier increase which went into effect in January, 1975, also under bond and subject to refund.

Here's Who's Affected

The 18 EMCs listed below are affected by the wholesale rate increase granted to Carolina Power and Light Co. If you're a member of any of these EMCs, your electric bill will soon reflect those higher rates.

The EMCs are: Brunswick, Shallotte; Carteret-Craven, Morehead City; Central, Sanford; Four County, Burgaw; French Broad, Marshall; Halifax, Enfield; Harkers Island; Haywood, Waynesville; Jones-Onslow, Jacksonville; Lumbee River, Red Springs; Pee Dee, Wadesboro; Piedmont, Hillsborough; Pitt & Greene, Farmville; Randolph, Asheboro; South River, Dunn; Tideland, Pantego; Tri-County, Goldsboro; and Wake, Wake Forest.

That rate hike raised their power costs by 61 per cent, or \$9.4 million a year.

The FPC has completed hearings on that increase, but has issued no decision. The agency has not yet completed its hearings on the latest increase.

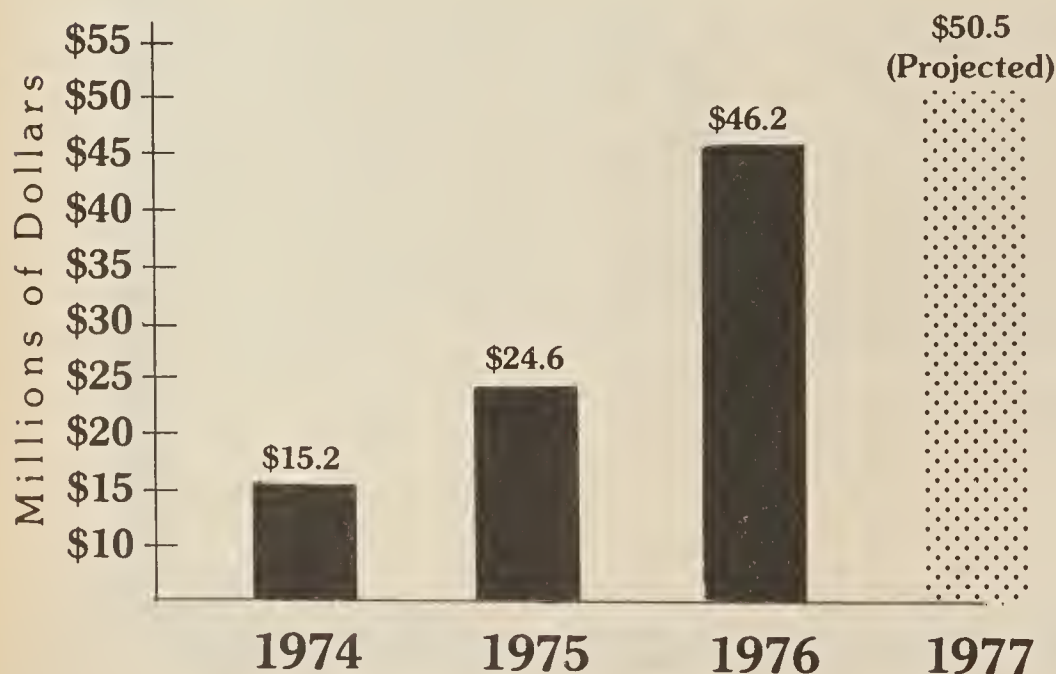
When the new increase was originally proposed, it was to become effective on March 1. The FPC required the company to delay the start of the rates until May 1 and to refile their petition with a lower schedule of rates.

However, the FPC later reversed itself and allowed the rate schedule to stand as originally submitted.

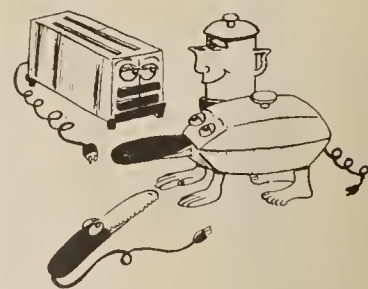
North Carolina EMC, representing the EMCs involved, has been negotiating with the power company since the fall of 1974 in an effort to reduce the size of the first issue. When the second increase was proposed, the talks were widened to encompass that proposal as well. The negotiations continued until late April, when they were concluded without agreement.

"We will simply have to wait for some decision from the FPC," said Robert N. Cleveland, executive Vice president and general manager of N.C. EMC. "In the meantime, the EMCs must accept these new rates and pass the additional costs on to their consumer-members."

EMC Wholesale Power Costs Under Carolina Power and Light Co. Rates



Savings Suggestions



Think small — save big! Electric skillets, toasters, rotisseries, etc., generally use less electricity than the range for specialized cooking jobs. Don't brew your coffee all day, turn off televisions and radios performing to empty rooms, iron several pieces at once and change vacuum dust bags frequently.



Wayne Sloan



Kyle Roberts

Sloan Appointed JT&S Consultant

Wayne Sloan, a veteran of 16 years with the City of Statesville electric system, has joined North Carolina Electric Membership Corp. as a job training and safety consultant.

He succeeds Calvin Smith as consultant for the Piedmont Region.

Sloan, an Iredell County native, is a graduate of Central High School and a former member of the North Carolina National Guard. He began work at the Statesville electric system as a line man. For the past three years, he has been responsible for the system's safety program and has served as an instructor in service line schools for municipal men.

He lives in Statesville with his wife, Carolyn, and their two children, Mark, 14 and Lisa, 12.

Meanwhile, Kyle Roberts of Lenoir, N.C. EMC's job training and safety consultant for the Western Region, has also assumed the duties of statewide coordinator for the program.

Roberts, who has been active in the EMC JT&S program for several years, is a former Blue Ridge EMC lineman.

Blue Ridge EMC Included

Federal Funds Sought For Peak Load Pricing Studies

The North Carolina Utilities Commission is seeking a \$1.3 million federal grant to help finance experiments with peak load pricing of electricity by two private power companies at an electric cooperative.

The grant is being sought from the Federal Energy Administration (FEA) for pilot projects to be conducted by Duke Power Co., Carolina Power and Light Co. and Blue Ridge Electric Membership Corporation, Lenoir.

The experiments are designed to determine the feasibility of widespread use of peak load pricing, which charges consumers different rates for power depending on the time of day it is used, with higher rates being charged for periods of peak power demand.

Each of the utilities involved in the grant proposal would conduct its own tests. Both CP&L and Blue Ridge EMC would select a group of residential consumers that statistically represent their overall

consumer makeup, then put those residences on peak load pricing.

Ronald J. Knouse, manager of membership and public relations at Blue Ridge, said no specific area of the EMC's service area would be singled out for the experiment. Rather, a random sampling of the area would participate.

Duke's plan would involve selecting sample areas and asking customers to volunteer to participate in the project. The firm would also evaluate the effectiveness of education programs for the participating consumers.

The proposal to the FEA calls for the Utilities Commission to hold hearings on the rates to be charged during the program, evaluate the results of the tests and serve as overall program coordinator.

Plans call for the tests to begin this summer, with each utility's project being conducted on a different timetable.

The FEA was expected to act on the proposal during the month of June.

EMC Officials Confer With Congressmen



This group representing North Carolina EMCs visited Seventh District Rep. Charles Rose (standing, left) in his office during the 1976 Rural Electric Rally in Washington, May 3-5. They include, standing, left to right: Davis K. Parker, Jr., a director from Lumbee River EMC; C.D. Branch, president of the Board of Directors at Brunswick EMC; Fred Warren, director, Lumbee River EMC; Derl Hinson, manager, Lumbee River EMC. Seated, left to right are: A. F. Horne, president of the Board of Directors at Lumbee River EMC; and Lumbee River EMC directors Alton Dudley and Bradford W. Oxendine.

About 60 rural electric leaders, representing nine North Carolina Electric Membership Corporations, visited Washington May 3-5 to participate in the 1976 Rural Electric Rally sponsored by the National Rural Electric Cooperative Association.

During the Washington visit the Tar Heel EMC managers and directors met with officials of other electric cooperatives across the nation to discuss current issues before Congress which affect the rural electric program. They also called on members of the North Carolina Congressional delegation to discuss various legislative matters and hosted a reception for members of the delegation and their staffs.



risking life and limb for a few lousy bucks

A growing number of people seemingly don't mind risking their lives to save a few lousy bucks on their electric bills. Either that or they don't know better.

The theft of electricity — or “current diversion,” as metermen call it — has always been a problem for electric utilities. But in recent years the situation has become serious, both for private power companies and for consumer-owned electric cooperatives.

The seriousness of the situation has prompted a number of Electric Membership Corporation managers in North Carolina to express alarm about the problem. They're concerned about the increase in the number of apparent meter tamperings. Broken meter seals and mysterious losses of electricity from distribution lines indicate that power is being diverted — people are stealing it.

EMC personnel say the methods consumers use to divert power are limited only by their imaginations and the problem is by no means limited to any social or economic class.

“It can be a marble mansion or the smallest cottage,” said Marvin Lewis, member relations director at Brunswick, EMC, Shallotte.

Because of a rash of apparent meter tamperings in the Brunswick EMC service area, that cooperative now charges members for repairing damaged meters in addition to billing them for an estimated back bill, plus a \$50 surcharge to cover administrative and service costs. Lewis said one co-op member was required to pay a bill of more than \$600 when it was discovered that his meter had apparently been tampered with.

On the lines of Blue Ridge EMC, Lenoir, which serves about 32,000

consumer-members, investigators discovered 793 cases of apparent meter tampering in 1975 alone. And on one account, a total of more than \$800 came due.

However, high estimated bills are the least of the possible consequences of power theft. Life and liberty are also in jeopardy.

North Carolina law calls current diversion a misdemeanor punishable by fine or imprisonment not exceeding two years. If it can be proven that the offense was committed with deceit and intent to defraud, it becomes a felony with punishment of up to ten years in prison or a fine or both. Even if a judge is lenient in sentencing, the criminal record that comes with a conviction can be even more damaging.

Maurice Rhodes, Blue Ridge EMC director of communications, says people do not seem to realize the seriousness of stealing power. They are in fact stealing from their neighbors, the honest people who pay their bills, he says. Somebody has to pay for that stolen electricity, and in the case of an EMC, the co-op members pay the cost of the entire operation. When power is stolen, the

membership has to bear the resulting financial burden.

Aside from these legal and financial considerations, potential power thieves face a major risk of injury or death as a result of this unlawful pursuit. Some apparently feel it's worth that risk — or they are underestimating its seriousness.

In North Carolina, at least one serious injury has resulted from a consumer's effort to avoid paying for the electricity he used. The number of such injuries that have gone unreported is anybody's guess.

Keith McDonald, a North Carolina EMC job training and safety consultant, says, “People just do not believe electricity can kill them.”

Because most people have survived electric shocks at one time or another, he said, they have been lulled into the false belief that electricity is not dangerous. As little as 45 volts of electricity can be fatal. Yet others have survived as much as 12,000 volts, a fact that tends to confuse the situation.

Three elements affect the chances for survival when a person contacts electric power: voltage, current and resistance. The proper amounts of these ingredients can be a recipe for death or serious injury. Cooperatives spend many thousands of dollars per lineman for protective equipment and training, to insure that high and low voltage lines can be handled safely.

Some electric utilities across the nation have taken forceful action against those who steal electricity.

New Orleans Public Service, Inc. began waging war in 1969 when a sharp increase in stolen meters prompted investigative action. In 1971, 27 arrests were made with 21 convictions. In 1974, 88 arrests were made with 86 convictions. Estimates are that this crackdown has saved the firm thousands of dollars each year.

If the problem persists, utilities in North Carolina may have to take similar steps.

what you can do to help

Only a minority of North Carolina EMC consumer-owners have attempted to steal power from their cooperatives. But members of the honest majority can help reduce the problem further.

If you see a neighbor tampering with his electric meter, report it to your EMC office. Remember, you own a share in your co-op. That means people who steal from the co-op are stealing from you!



I am a true Tar Heel, having been born, reared and lived most of my life in the good old North State. I am transplanted here in the Florida sand but I try to get back to N.C. for several weeks every summer. I discovered your most interesting little magazine when I was at my son's. He is C. E. Mason of Rt. 1, Morganton. Then he included several copies in a package mailed me. I'm hooked, so here's my check for a subscription—and I'm looking forward to all the "goodies" I'll find in future issues.

Pauline Mason Padgett
Pompano Beach, Fla.

I consider *Carolina Country* my best magazine value. It's a big dollar's worth!

H. Herbert Randolph
Lexington

This item appeared in the February, 1976, issue of *Reader's Digest*:

'Electric Equality—and Economy - In Wellesley, Mass., the city-owned electric utility recently (repeat CUT) all residents' light bills. They did it by adopting a new rate for everybody and tossing out the old system of giving discounts to heavy users thus saving energy and lower costs." — Virginia Payette, United Feature Syndicate.

Why not a flat rate charge for all customers of N.C. EMCs? How simple it would be to do away with many different rate schedules and come up with a flat rate charge of 10 kw hour for everyone.

Why do we now reward the big spender—yes, the waster—of precious energy when both government and industry are preaching conservation of energy?

Do you realize that these questions have simple answers. Would not an article on the pros and cons of the

"flat-rate" issue by managers of the EMCs, or by other personnel in the electric utility business, be of great interest to the consumer?

H. M. Warner
Rt. 5, Burnsville

We believe an article on this subject would, indeed, be of great interest to our readers—and we are now making plans to publish such an article in a future issue of *CAROLINA COUNTRY*. Thanks for the suggestion!

When we had to move from the Stone Mountain section, we no longer got the *Carolina Country*. I have really missed it and would like to receive it again.

Always looked forward to the good recipes and the patterns. Have ordered lots of patterns. I haven't tried any recipe that wasn't excellent — some of the best cakes I have ever eaten!

I am enclosing \$5 for a five-year subscription so I don't have to worry about its running out.

Mrs. Edith Crouse
Rt. 1, Thurmond

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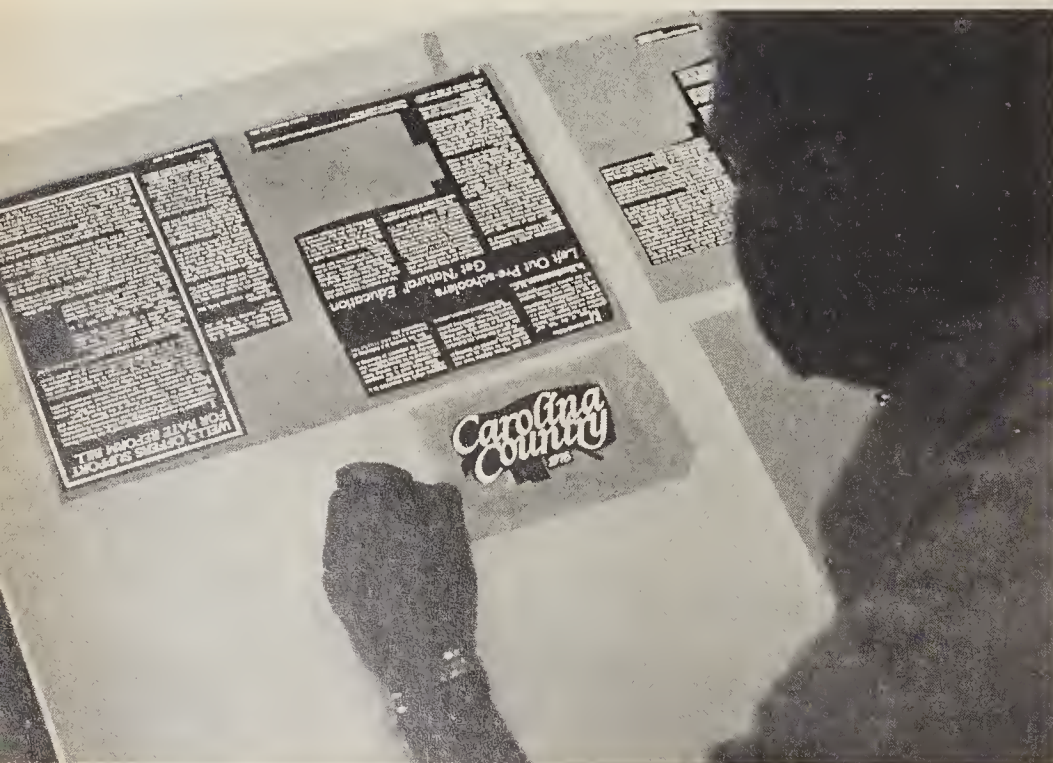
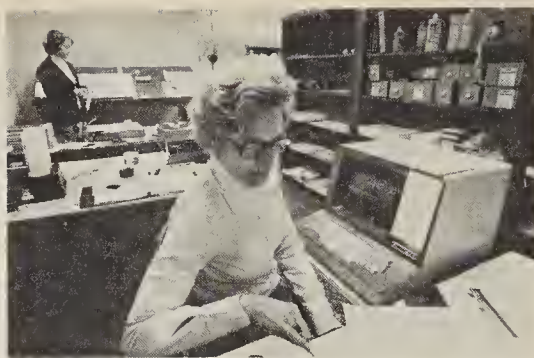
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In the picture above, the operator is preparing to set type for **Carolina Country** on a phototypesetting machine. This machine has a keyboard similar to a typewriter, but can produce type in numerous different styles and sizes, with even margins on both the left and right sides of the column of type. When the type comes out of the machine, it is pasted (**photo at right**) onto a sheet of paper the exact size of a magazine page. Drawings and headlines are also pasted down, and space is left for photographs if they are to be included. The page is now ready to be photographed.



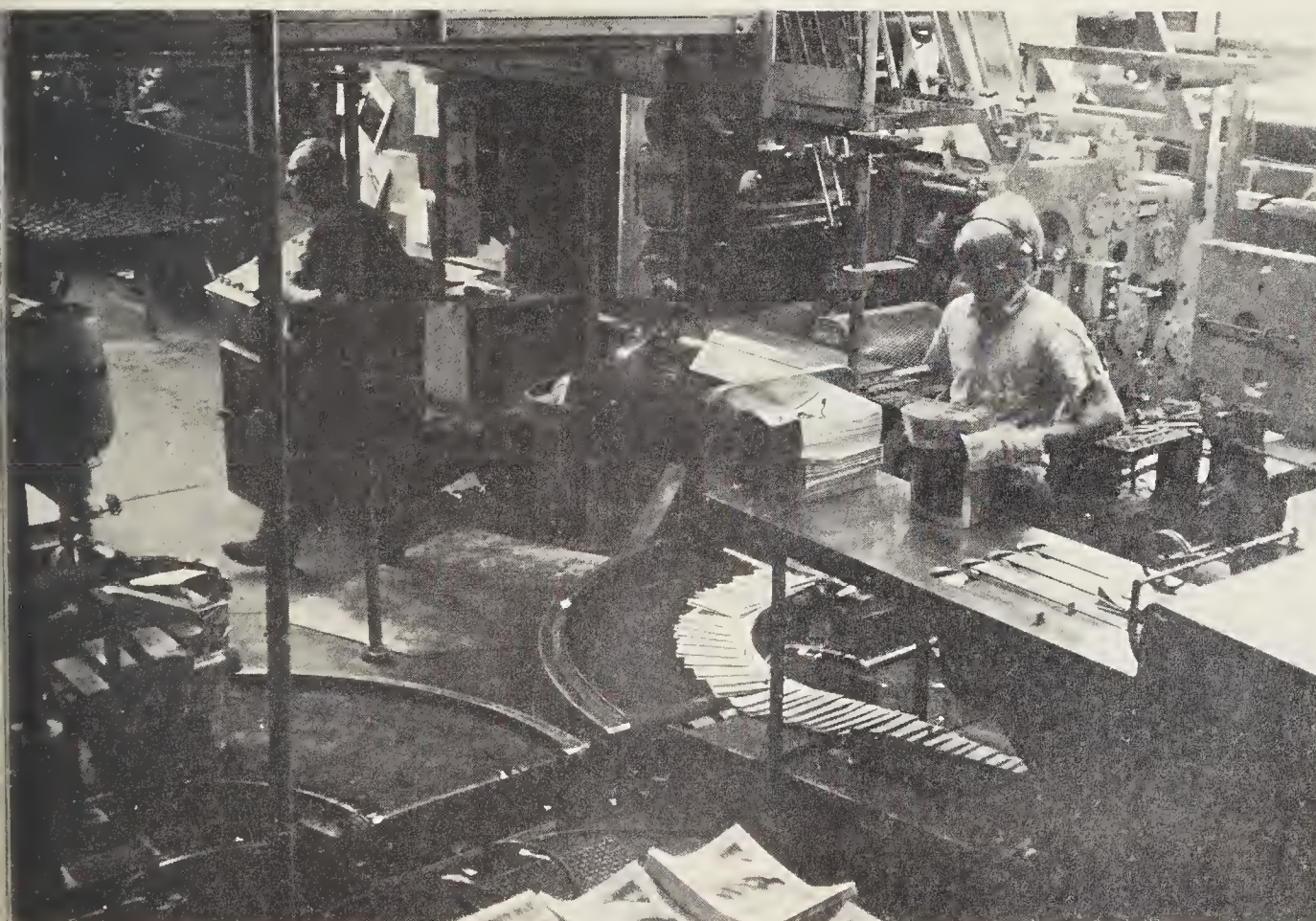
Putting
Together

*Carolina
Country*

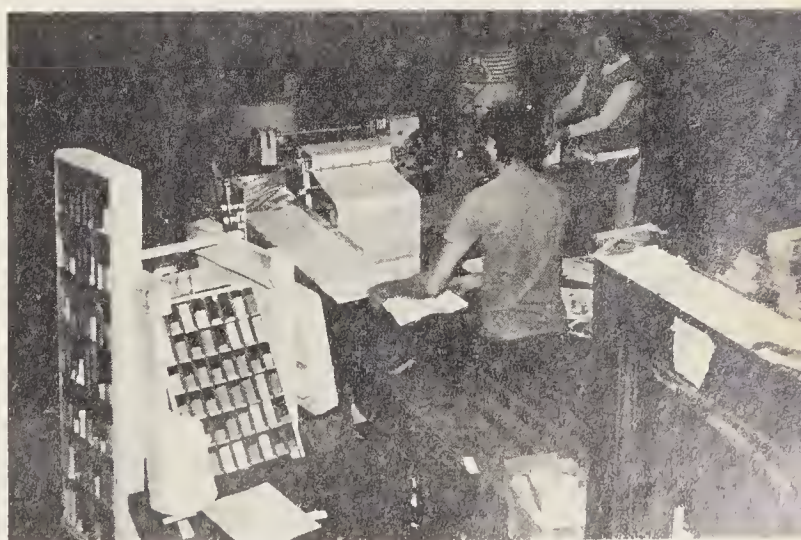
When the magazine page is photographed, a negative is produced (**see photo above**). If a picture is to be used on the page, a specially made negative of the picture called a "halftone" is then glued in place on the negative. The page negative is then pressed against a chemically treated flat metal plate and exposed to strong artificial light, producing a positive image on the plate. (**photo at right**)



At the editorial offices of Carolina Country, five people spend a total of more than 300 hours each month getting the magazine ready to be printed. Stories are written, photographed, edited, set into type, and layouts are prepared and pasted up at the Raleigh offices. Plate-making, printing and mailing take place at Beacon Press in Richmond, Virginia. The printing process for the April issue alone took 14 men a total of 21.5 hours, using 26,581 pounds of paper.



When plates for all the magazine pages have been produced, they are bent to fit on the drums of the printing press. Huge rolls of paper feed the press, which automatically rough cuts the paper, folding and binding in a continuous process. When the magazines come out of the press, they overlap on a conveyor belt. **(photo above)** After the rough edges of the magazine are trimmed, the magazine is ready for mailing. Computer "print-outs" **(photo at right)** with the names of all subscribers are cut into mailing labels and automatically pasted onto the magazine. Then the magazines are placed in large canvas bags by zip codes and delivered to the post office. Next stop—your mail box.



People Helping People

N.C. Farm Family of the Year

The Harry W. Suddreth family of Gaston County has been selected as the Farmers Home Administration Farm Family of the Year for 1975.

"The Suddreths are fine folks—hard-working, happy, and as American as the flag, motherhood and apple pie," a neighbor said.

Indeed, the Suddreth success story is one built on a foundation of hard work and imagination with a little help from Uncle Sam.

In 1962, with a FmHA loan, the Suddreths bought their 107 acre farm and rolled up their sleeves. Harry worked full time in Charlotte as a lift

operator for a trucking firm, farming evenings and weekends. His wife, Marlene, and the children took care of the 40-cow beef herd and 500 laying flock while he was at work.

Then in 1964, Harry built a 20 x 22 foot greenhouse using timber from the farm. His interest in "green, growing things" led to the discovery that greenhouse plant culture was a profitable, growing enterprise among family farmers in North Carolina.

The second greenhouse was built from native stone that Harry found on the Suddreth farm. The growth of the operation required that he become a full-time farmer in 1969. Today, the number of greenhouses on the farm totals 14, with 45,000 square feet of space containing hundreds of varieties of plants. In 1975, the nursery enterprise grossed \$186,000.

And it has been a total family effort that has brought success to the Suddreths.

Marlene is the bookkeeper. The oldest son, Grant, at 18 is the main salesman in this wholesale operation. The four other children have various responsibilities—from filling pots with soil, watering, adjusting greenhouse temperatures to decision-making on how best to grow certain types of plants.

From the greenhouse operation has evolved a family hobby—pottery making, a hobby that may develop as a sideline business as their skill developed—if they can find the time.

If they're not farming, they're active in civic and church affairs. Harry has reached such stature that he recently spoke at an annual meeting of the International Bedding Plant Association. And Marlene is much in demand as a speaker for local garden clubs in the area.

Life has been good to the Suddreths, but there has been adversity. An unexplained ailment took half their beef herd and offspring at calving time one year. And a greenhouse of young plants was lost due to a power failure. But these temporary setbacks served as lessons to the Suddreth family.

They've learned that success never comes easy but with a lot of hard work, imagination, and a little help from Uncle Sam, it can come.



ABOVE—One of the 14 greenhouses on the Suddreth farm.
BELOW—Harry and Marlene Suddreth with Cindy, Kim, Karen, Lee and Grant.



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JOY ACUFF - CS-1034 SPECIAL \$2.98

Light Train To Memphis; I Saw The Light; Were You Here When They Crucified My Lord; Mule Skinner Blues; Waiting Far My Call To Glory; Great Speckled Bird; Wreck On The Highway; Fire Ball Mail; Tennessee Waltz; Wabash Cannon Ball; Freight Train Blues; Lonesome Old River Blues; It Won't Be Long; The Devil's Train; If I Could Hear My Mother Pray Again.

DODIE ARNOLD - ANLI-1078 SPECIAL \$2.98

What's He Doing In My World; Bouquet Of Roses; anytime; I'll Hold You In My Heart; Just A Little Lovin' Will Go A Long Way; Cattle Call; Make The World Go Away; You Don't Know Me; That's How Much I Love You; I Really Don't Want To Know.

JANE AUTRY - CS-1035 ALBUM SPECIAL \$2.98

Alexicaly Rose; Boots And Saddle; Have I Told You lately That I Love You; You Are My Sunshine; South Of The Border; Sioux City Sue; Mule Train; Someday You'll Want Me To Want You; Goodnight Irene; I Love You Because; That Silver Haired Daddy Of Mine; Red River Valley; Buttons And Bows; Back In The Saddle Again.

TERESA BREWER - ANLI-1131 SPECIAL \$2.98

Put Another Nickel In Music, Music, Music; Let Me Go, Lover; Jilted; Ricochet; Bo Weevil; A Sweet Old Fashioned Girl; Till I Waltz Again With You; What A Wonderful World; A Tear Fell; Pledging My Love; Empty Arms.

THE BROWNS - ANLI-10B3 - SPECIAL \$2.98

The Three Bells (Les trois cloches); You Can't Grow Teaches On A Cherry Tree; The Old Lampighter; I Heard The Bluebirds Sing; Scarlet Ribbons (For Her Hair); Then I'll Stop Loving You; Send Me The Willow You Dream On; Here Today And Gone Tomorrow; Looking Back To Sea; Shenandoah; I Take The Chance; They Call The Wind Maria.

THE ORIGINAL CARTER FAMILY - ANLI-1107 \$2.98

Keep On The Sunny Side; The Winding Stream; My Cind Mountain Home; 'Mid The Green Fields Of Virginia; Bury Me Under The Weeping Willow; Over The Garden Wall; Motherless Children; The Evening Bells Are Ringing; The Homestead On The Farm; Cowboy Jack; Longing For Old Virginia; The Foggy Mountain Top; The Poor Orphan Child; This Is Like Heaven To Me; Picture On The Wall; Will You Miss Me When I'm Gone?

JOHNNY CASH - C330B7 SPECIAL \$2.98

Precious Memories; Rock Of Ages; Old Rugged Cross; Softly And Tenderly; In The Sweet By And By; Just As I Am; Farther Along; When He Roll's Called Up Yonder; Amazing Grace; At The Cross; Have Thine Own Way Lord.

COUNTRY HITS OF THE '40s - SM 8B4 \$2.98

Smoke! Smoke! Smoke! (That Cigarette) Tex Wil-Wakeley); Divorce Me C.O.D. (Merle Travis); There's A Man; Slipping Around (Margaret Whiting/Jimmy A New Moon Over My Shoulder (Tex Ritter); Pistol Packin' Mama (Al Dexter); Mule Train (Tennessee Ernie Ford); You Are My Sunshine (Jimmie Davis); One Has My Name, The Other Has My Heart (Jimmy Wakely); I Love You Because (Leon Payne); Oklahoma Hills (Jack Guthrie).

COUNTRY HITS OF THE '50s - SM BB5 \$2.98

Sixteen Tons (Tennessee Ernie Ford); Gone (Ferlin Husky); A Satisfied Mind (Jean Shepard); The Wild Side Of Life (Hank Thompson); Loose Talk (Freddie Hart); Young Love (Sonny James); If You Ain't Lovin' (You Ain't Livin') (Faron Young); A Dear John Letter (Jean Shepard/Ferlin Husky); You Better Not Do That (Tommy Collins); Don't Let The Stars Get In Your Eyes (Skeets McDonald).

18 KING SIZE COUNTRY HITS - CS-946B \$2.98

Signed, Sealed And Delivered; Cowboy Copos; I'll Sail My Ship Alone; Moon Mulligan; It's Raining Here This Morning; Grandpa Jones; Rainbow At Midnight; Carlie Brothers; Seven Lonely Days; Bonnie You; Why Don't You Haul Off And Love Me, Wayne Rainey; Death Of Little Kathy Fiscus; Jimmy Osborne; Blues Stay Away From De, Delmore Brothers; Slow Poke; Hawkshaw Hawkins; Tennessee Waltz; Cowboy Copos; Sweeter Than The Flowers; Moon Mulligan; Mountain Dew; Grandpa Jones; I'm The Talk Of The Town; Don Reno & Red Smiles; Next Sunday Darling Is My Birthday; Clyde Moody; Lonesome 7-7203; Hawkshaw Hawkins; Death Of Hank Williams; Jack Cardwell; How Far To Little Rock; Stanley Brothers; Money, Marbles And Chalk; Pop Eckler.

RAYMOND FAIRCHILD - WORLD'S GREATEST COUNTRY BANJO PICKER - 30 GREAT TUNES - NO VOCALS - RRRF-254 ALBUM SPECIAL PRICE \$2.98. 5

STRING BANJO-FIDDLE-MANDOLIN-DO BRO GUITAR Whoa Mule; Carolina Breakdown; Orange Blossom Special; Turkey In The Straw; Little Darling Pal; McKinley's White House Blues; Blue Grass Bugle; Lonesome Road Blues; False Hearted Love; Nine Pound Hammer; Old Joe Clark; McCormick's Picnic; Red Wing Cripple Creek; Girl I Left Behind Me; Under The Double Eagle; Raymond's Talking Banjo; Cotton Eyed Joe; Banjo Fling; Cumberland Gap; Raymond's Banjo Boogie; Crooked Creek; Boil Them Cabbage Down; Pretty Polly; Leaning On Jesus; Sugar Foot Rag; Train Forty-Five; Earl's Breakdown; Cindy; Red River Valley; John Hardy.

LES PAUL AND MARY FORD - SM 1130B \$2.98

The World Is Still Waiting For The Sunrise; How High The Moon; Whispering; The Best Things In Life Are Free; Lover; Bye Bye Blues; Deep In The Blues; The World Is Waiting For The Sunrise; I Really Don't Want To Know; Walkin' and Whistlin' Blues; How Deep Is The Ocean (How High Is The Sky); I'm Forever Blowing Bubbles; Vaya Con Dios.

TENNESSEE ERNIE FORD - SM-2097 SPECIAL \$2.98

Try Me One More Time; No Letter Today; Born To Lose; Don't Rob Another Man's Castle; There'll Be No Teardrops Tonight; Worried Mind; No One Will Ever Know; Funny How Time Slips Away; Sweet Dreams; Tears On My Pillow; May You Never Be Alone.

LEFTY FRIZZELL - CS-92BB - SPECIAL \$2.98

I Love You A Thousand Ways; Saginaw, Michigan; Mom And Dad's Waltz; Release Me; She's Gone, Gone, Gone; Always Late; I Want To Be With You Always; The Long Black Veil; Shine, Shave, Shower; A Little Unfair; If You've Got the Money, I've Got The Time.

JOHNNY HORTON - CS-B779 SPECIAL \$2.98

Honky-Tonk Man; Goodbye, Lonesome, Hello Baby Doll; I'm Coming Home; I Got A Hole In My Piroque; She Knows Why; They'll Never Take Her Love From Me; Ole Slew Foot; I'm A One-Woman Man; Sleepy-Eyed John; Everytime I'm Kissin' You; The Wild One; Honky Tonk Hardwood Floor.

JOHNNY HORTON'S HITS - CS-B396 SPECIAL \$2.98

The Battle Of New Orleans; Sink The Bismark; When It's Springtime In Alaska; Whispering Pines; North To Alaska; The Mansion You Stole; I'm Ready If You're Willing; All For The Love Of A Girl; Coann Che (The Brave Horse); Johnny Reb; Jim Bridger; Johnny Freedom.

STONEWALL JACKSON - CS 9177 SPECIAL \$2.98

Don't Be Angry; Life To Go; Waterloo; Smoke Along The Tracks; Second Choice; Why I'm Walkin'; A Wound Time Can't Erase; Leona; Old Showboat; I Washed My Hands In Muddy Water; Lost In The Shuffle.

SPIKE JONES - ANLI-1035 - SPECIAL \$2.98

Cocktails For Two; William Tell Overture; Chloe; My Old Flame; The Glow Worm; None But The Lonely Heart; Laura; The Man On The Flying Trap-eze; You Always Hurt The One You Love; Der Fuehrer's Face; Dance Of The Hours; Hawaiian War Chant (Ta-Hu-Wa-Hu-Wai).

THE LOUVIN BROTHERS - SM 1061 SPECIAL \$2.98

The Family Who Prays; Born Again; If We Forget God; Satan Lied To Me; God Bless Her ('Cause She's My Mother); Love Thy Neighbor As Thyself; Preach The Gospel; Just Rehearsing; Pray For Me; Satan And The Saint; Swing Low, Sweet Chariot; Make Him A Soldier.

BILL MONROE AND HIS BLUE GRASS BOYS - 16 GREATEST HITS - CS-1065 SPECIAL \$2.98

Rock Road Blues; Blue Moon Of Kentucky; Blue Grass Stomp; My Rose Of Old Kentucky; Blue Grass Break-down; The Girl In The Blue Velvet Band; Footprints In The Snow; Can't You Hear Me Calling; Molly And Tenbrooks; Travelin' This Lonesome Road; It's Mighty Dark To Travel; Wicked Path To Sin; When You Are Lonely; Little Cabin On The Hill; Will You Be Loving Another Man; I Hear A Sweet Voice Calling.

FIDDLIN' MUTT POSTON AND THE FARM HANDS RMP-173 ALBUM SPECIAL PRICE \$2.98 OLD TIME

COUNTRY WALTZES-FIDDLE-DO BRO GUITAR-STEEL

GUITAR-PIANO-ETC. - NO VOCAL

Beautiful Dreamer; In The Pines; Good Night Irene; Blue Moon Of Kentucky; Over The Waves; On Top Of Old Smokey; Birmingham Jail; The Knoxville Girl; Sweet Of Daisies; I'll Be All Smith; The Last Letter; You're The Only Star; Shenandoah Waltz; Kentucky Waltz; Carolina Moon; Vaya Con Dios; Georgia Waltz; The Last Waltz; The Waltz You Saved For Me; Down In The Valley.

FIDDLIN' CLEARANCE "TATER" TATE - FAVORITE

COUNTRY WALTZES DO BRO GUITAR - OLD STYLE

COUNTRY BAND RRCT-213 ALBUM SPECIAL PRICE \$2.98

Life In The Finland Wood; Blue Mountain Waltz; Virginia Gil Waltz; Blue Bonnet Waltz; Saturday Night Waltz; Our Last Waltz; Anniversary Waltz; Green Valley Waltz; Memories Waltz; Merry Go Round Waltz; Aldora Waltz; The Sunny Waltz; Marion Waltz; Nova Lee Waltz; Irene Waltz; The Golden Fiddle Waltz; Rainbow Waltz; Ring Waltz; Eleanor Waltz; Three O'Clock In The Morning.

ELVIS PRESLEY - ANLI-0971 - SPECIAL \$2.98

Kentucky Rain; Fever; It's Impossible; Jailhouse Rock; Don't Be Cruel; I Got A Woman; All Shook Up; Loving You; In The Ghetto; Love Me Tender.

ELVIS PRESLEY - ANLI-1319 - SPECIAL \$2.98

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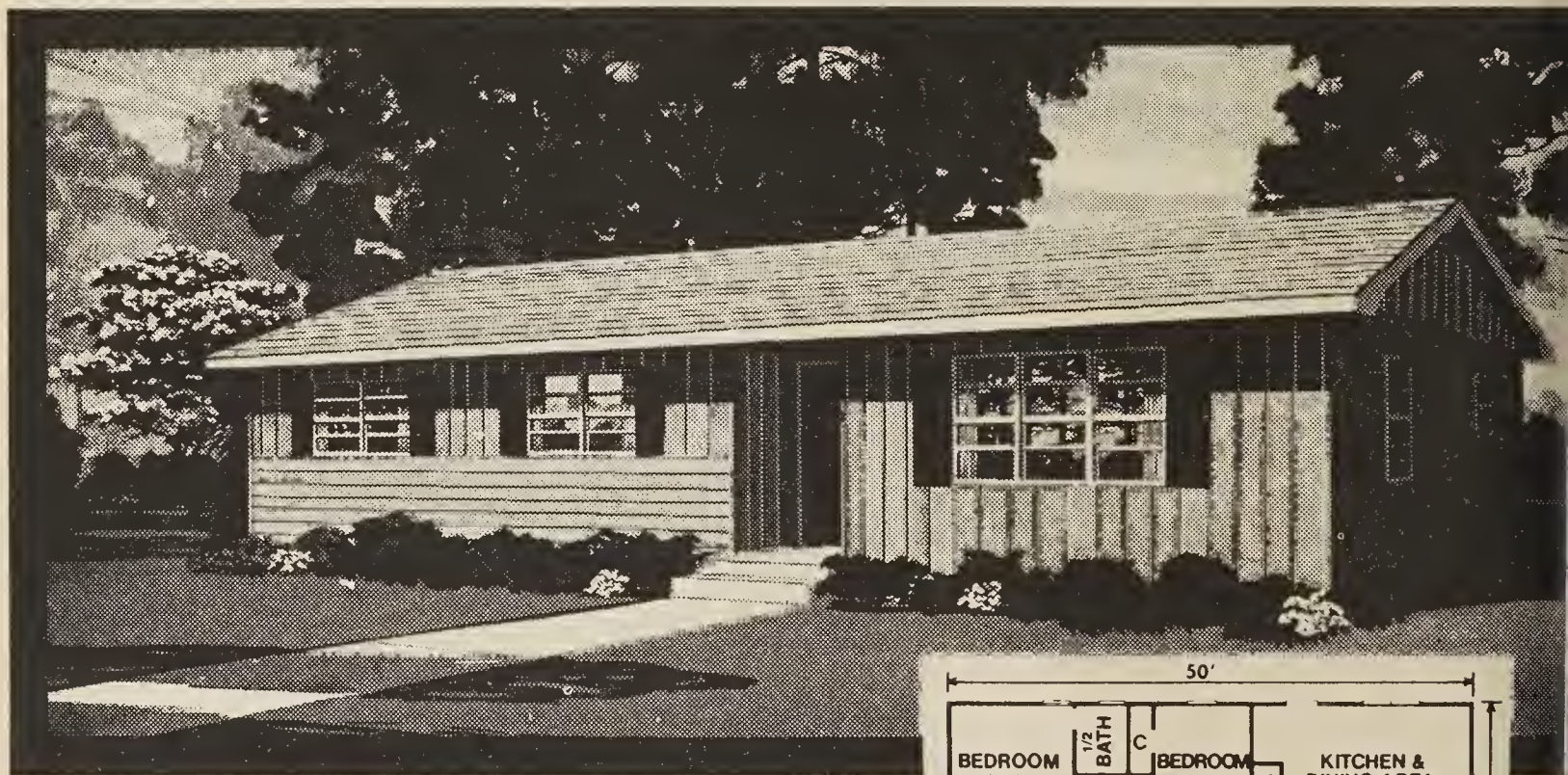
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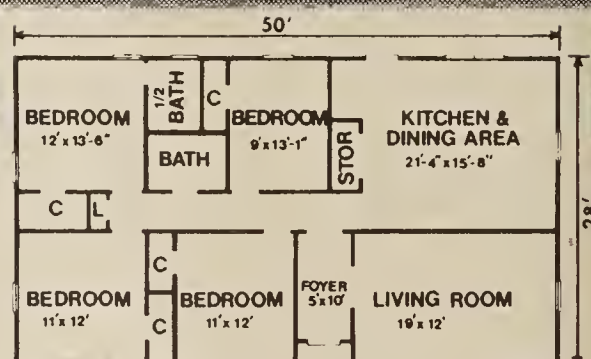
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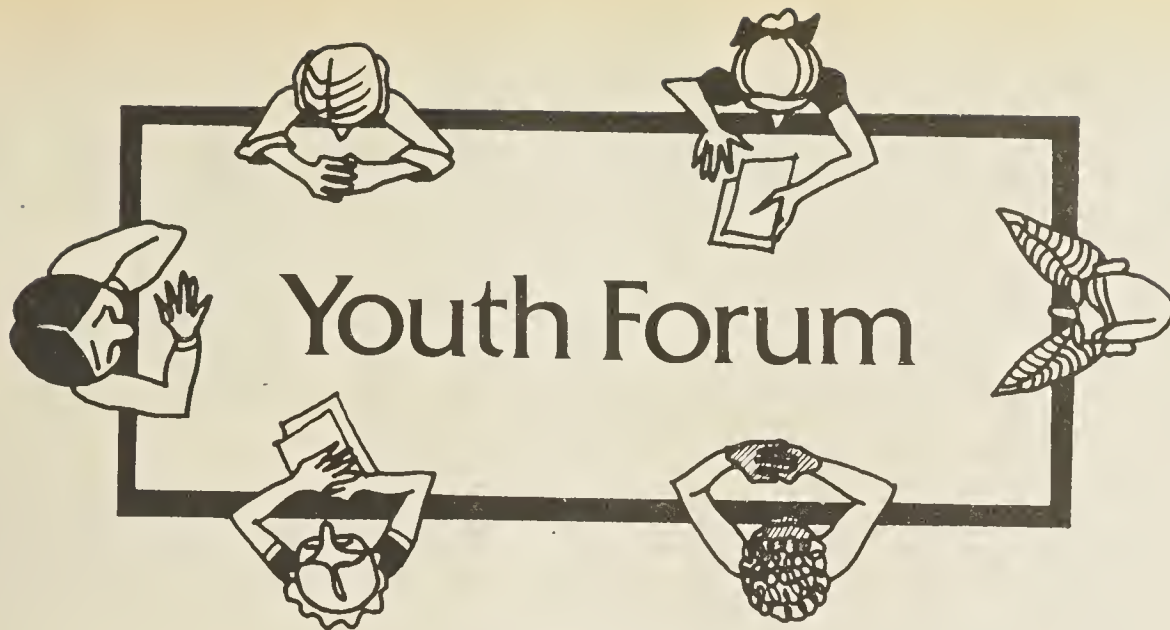
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How can youth help in the fight against the rising crime rate?

"I think youth can help in the fight against the rising crime rate by being all-around good citizens themselves and by discouraging friends from doing unlawful things. Youth should also report lawbreakers to the proper authorities even though they may lose a friend. Youth could also encourage community leaders to construct places of recreation that may help make them into well-bounded citizens."

Sherryl Roten
West Jefferson

Sherryl is 14 and an eighth grader at Jefferson Elementary School. She enjoys skating, singing and working in the school library. She and her parents, the Rev. and Mrs. Clifford Roten, are served by Blue Ridge EMC.

"I believe young people can do more to stop the rising crime rate by helping their local police force in any way they can. The police forces in the communities are there to serve and protect you, and while they do carry a badge, it doesn't mean that they can solve crimes by themselves. They need our support however small or important our details about a crime we have seen are. All youth would 'get involved' with their police force, the community would soon put an end to the 'rising crime rate.'"

Vincent R. Johnson
Rose Hill

Vincent, a 17-year-old senior at Union High School, enjoys basketball, baseball and swimming. He and his grandparents, Mr. and Mrs. Edward Johnson, are served by Four County EMC.

"The youth can help decrease the rising crime rate by encouraging other youths to participate in community and church activities. Juvenile delinquency has become a major factor in crime statistics the last few years. Many juveniles complain that they don't have anything to do in

their spare time, so they commit crimes. Others say they need the money. If these youngsters would actively participate in school curricula or seek part-time jobs, they wouldn't have these excuses. We, the more fortunate youth, should aid and encourage our young peers with their problems, and maybe this will help wage a battle against crime."

Vanessa Washington
Sparta

Vanessa is 16 and a junior at Alleghany High School. She enjoys cheerleading, tennis and playing the piano. She and her parents, Mr. and Mrs. Paul Washington, are served by Blue Ridge EMC.

"I believe the neighborhood watch plan, where folks who do not work and stay at home, report to the local police or county sheriff's department anyone, unknown, fooling around the property of a person who is not at home."

Danny C. Ennett
Lexington

Danny is 13 and attends the seventh grade at Central Junior High School. He and his parents, Mr. and Mrs. William O. Ennett, are served by Davidson EMC.

NEXT QUESTION: "How can teenagers spend their money wisely?"

If you have a good answer, send it to YOUTH FORUM, Carolina Country, P.O. Box 27306, Raleigh, N.C. 27611 immediately. Tell us a few facts about yourself—your age, school, hobbies, etc. Include your parents' names and the name of the electric membership corporation serving you. If your answer is published, we will send you \$5. If you want to submit a question, send it along and for each one used, the sender will receive a \$5 check.

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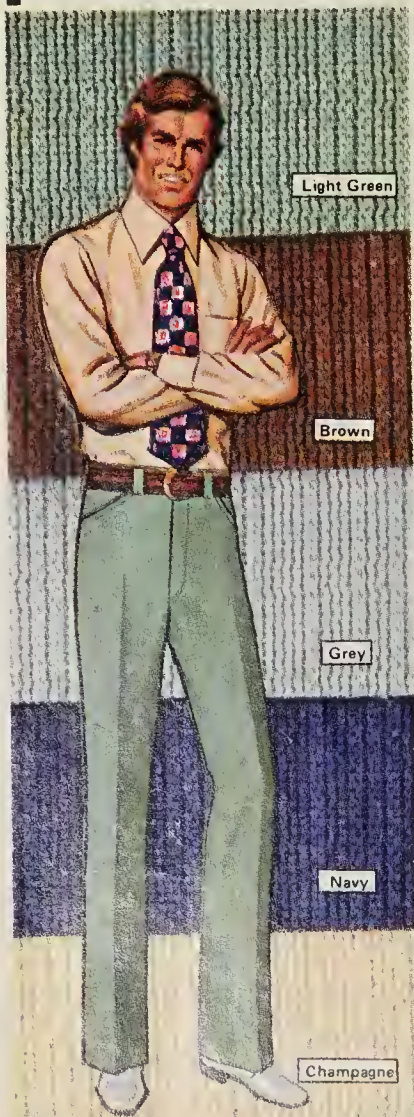
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